

Strategic Planning Process in 12 Steps

- 1. Establish Planning Team and set Meeting/Work Schedule** [Worksheet 1: Plan to Plan, and How To Guide: The Planning Team]
- 2. Complete Community Profile using *American Fact Finder* and other sources**
- 3. Gather information from the community – focus groups, interviews, surveys, observation** [Worksheet 3: Community Needs, page 1]
- 4. Record community needs on frequency list** [Worksheet 3: Community Needs, page 2]
- 5. Determine Strengths and Weaknesses of the library** [Worksheet 4: Take Stock]
- 6. Determine Opportunities and Threats outside the library** [Worksheet 4: Take Stock]
- 7. Determine which community needs the library chooses to respond to**
- 8. Write goals and measurable objectives for the library under each community need it will address** [Worksheet 5: Goals, and How To Guide: Develop Goals and Objectives]
- 9. Determine how the library will follow through on these goals and measurable objectives**
- 10. Complete the summary sheet for the library's strategic plan** [Strategic Plan Summary]
- 11. Evaluate how well the library did in meeting the goals, using the measures set out in the objectives** [Worksheet 6: Evaluation]
- 12. Revisit the library's strategic plan and revise as needed**